



The Children's Hospital
Denver, Colorado

Affiliated with
University of Colorado Health Sciences Center



Supporting Prevention, Research and Treatment of Child Abuse

News Release

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Denver Area Radio Stations Halt Programming to Rally Against Shaken Baby Syndrome

Child abuse is the leading cause of trauma deaths at The Children's Hospital

(DENVER, April 10, 2006) – On Wednesday, April 12 at noon, in an unprecedented display of solidarity, 39 Denver area radio stations will break from regular programming to air the same radio spot simultaneously. The 30-second spot features a baby crying inconsolably for 20-seconds followed by a voiceover that says, “No matter how much she cries, no matter how tired you are, no matter how frustrated you get, never, ever shake a baby.” A simultaneous event such as this “Radio Rally” is rarely possible due to the difficulties of coordinating schedules, programming for differently formatted stations, and the need for airtime cooperation among competing organizations.

The radio rally is the beginning of a comprehensive statewide effort to prevent Shaken Baby Syndrome, and is led by The Children's Hospital and The Kempe Foundation for the Prevention and Treatment of Child Abuse and Neglect, and is supported by a grant from Kohl's Department Stores.

Shaken Baby Syndrome is the leading cause of death among child abuse cases in the United States. Child abuse is the leading cause of trauma deaths at The Children's Hospital. Most recent data shows that Children's, a level I pediatric trauma center, admits close to 70

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percent of all inpatient child abuse traumas in Colorado. Shaken Baby Syndrome is a serious type of head injury that occurs when an infant or toddler is severely or violently shaken.

“Tragically, more children die from child abuse than from motor vehicle accidents or falls,” said Andrew Sirotnak MD, Director of The Kempe Child Protection Team for The Children’s Hospital and The Kempe Center for the Prevention and Treatment of Child Abuse and Neglect. “Shaking a baby can cause permanent brain damage, blindness, hearing loss, seizure disorders, paralysis, and even death.”

The Kempe Child Protection Team is the only hospital-based, multi-disciplinary team of its kind in Colorado. Made up of pediatric, social work, medical and mental health professionals, this team provides evaluation, diagnosis and treatment to suspected victims of child abuse at The Children’s Hospital.

To learn more about shaken baby syndrome and prevention information in Colorado, visit www.dontshakeababy.com.

Participating stations in the radio rally are Clear Channel stations KBCO, KOA, KHOW, KBPI, KKZN, KMGG, KRFX, & KTCL; Jefferson Pilot Stations KYGO, KQKS, KKRN, KJCD, & KCKK; Entravision stations KXPB (AM&FM) KPVB & KJMN; Entercom stations Alice105.9, KOSI, KALC, KQMT & KEZW; CBS Radio KIMN, Mix100, & KWLI; NRC Broadcasting stations KCUV, KJAC, KSPN, KNFO, KJAC, KTUN, KSKE, KSMT, KFMU, KIDN, KRMR; KBNO and Denver Radio Company stations 101.5 & 107.1.

Founded in 1908, The Children’s Hospital is a private; not-for-profit pediatric health-care network dedicated 100 percent to caring for kids. It has been ranked one of the best children’s hospitals in America by *U.S. News & World Report* and *Child Magazine*.

With more than 600 experienced experts representing pediatric specialties, and more than 2,900 full-time employees, Children’s is home to a number of nationally and internationally recognized medical programs. From medical breakthroughs to late-night fevers, Children’s provides complete pediatric care at its main campus and through a network that includes eleven *Children’s Care Centers* and more than 400 outreach clinics held in three states each year. For more information, visit the website at www.thechildrenshospital.org.

The Kempe Center for the Prevention and Treatment of Child Abuse and Neglect was founded in 1972 by Denver pediatrician C. Henry Kempe, who pioneered the

identification and recognition of child abuse and neglect. Directed by the nation's leading experts, The Kempe Center has been recognized as the world leader in child abuse treatment programs and hosts nine innovative programs that treat abused children, train medical professionals and research new treatment methods to help and heal the most children. Together in the past year, nearly 1,500 children and their families were treated at The Kempe Center, and across the country over 2,500 professionals were trained to work on the front-lines defending children. For more information visit www.kempe.org.

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